

URBAN/MUNICIPAL

CA3 ON HW L60

B71

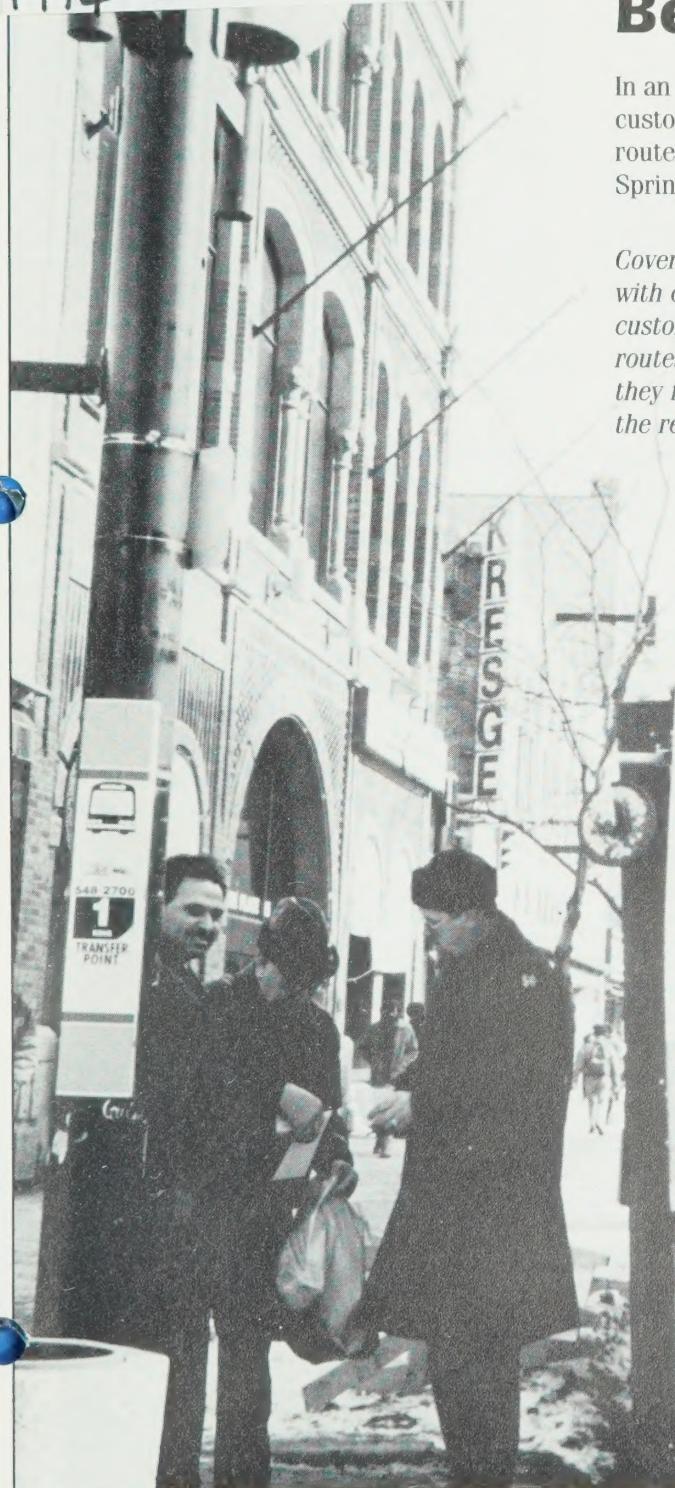
1994

Bus BEAT

1994-



URBAN/MUNICIPAL

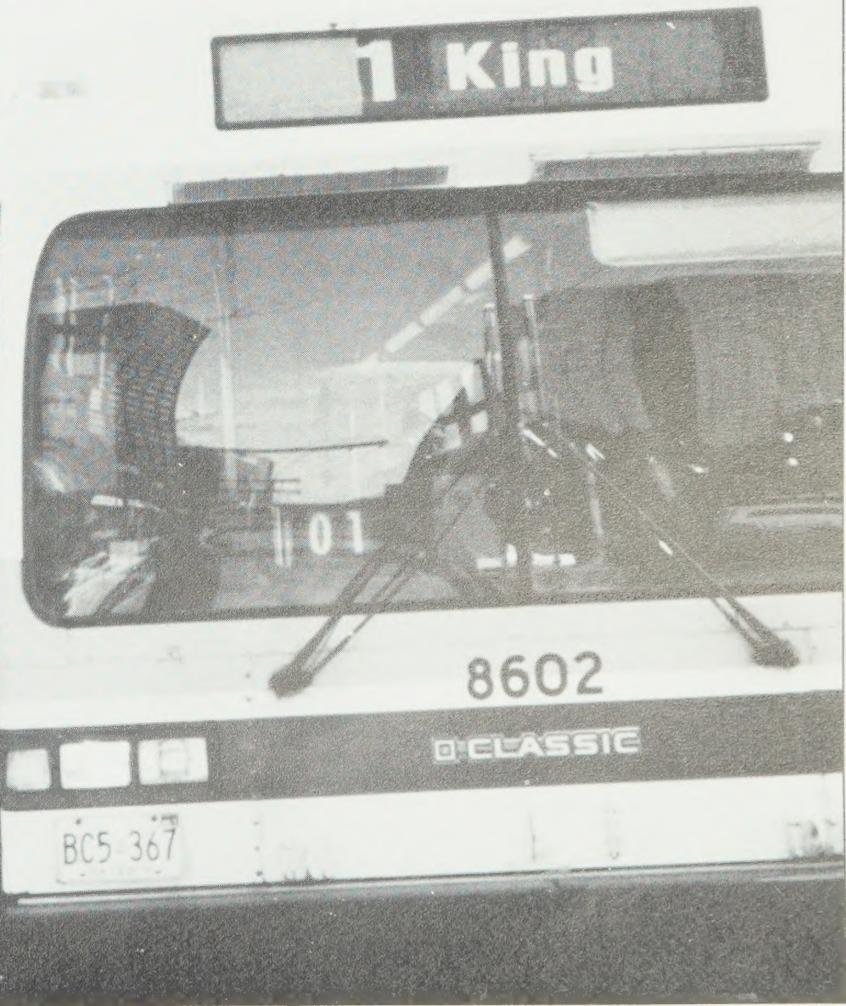
CA3 ON HW L60  
B71  
1994

## Survey Targets Customers on the King, Barton and Beeline Routes

In an on-going effort to improve the quality of the service we deliver to our customers, an extensive customer survey on the King, Barton, and Beeline routes has been undertaken. A follow-up survey is planned later in the Spring.

Continued page 5 - See Service Quality

*Cover: Operator Sareen Jagjit and Acting Inspector Andy Folkstra talk with customers on the King route. In February, Andy was hand-delivering customer survey forms to HSR passengers on the King, Barton and Beeline routes. "I've been talking to the drivers and the public," says Andy, "and they feel the company is listening to them. We're all looking forward to the results of the program."*



## To Your Health

Mary Beth Beasley  
Employee Health Centre



### WINTER ITCH

FROM A YEAR OF HEALTHY HINTS  
Don R. Powell, Ph.D.

Oh that winter itch! Your skin feels as rough and dry as sandpaper. If your skin is chapped, cracked, and inflamed during the coldest month of the year, take heart. Relief is a simple matter of water conservation.

The basic problem is lack of moisture. Anything that steals moisture from the skin will result in dryness and chapping. The drier the air the more rapidly moisture evaporates; in winter, heated indoor air tends to be dry. Also, soap and excessive bathing or showering strips the skin of its natural oils, compounding the problems. The dehydrated cells begin to shrink and separate leaving a network of painful cracks on your skin. Dry skin affects everyone, but older people have it worse, as oil production gradually declines with age.

Since you can't change the weather or your age, try these suggestions if you want to prevent winter itch:

- avoid bathing or showering more than once a day
- alternate bath or shower days with sponge bath
- use mild soap and lather as little as possible; select a moisturizing soap instead of a deodorant one
- don't apply soap directly to the skin - soap up a washcloth instead
- add a bath oil to bathwater
- pat your skin dry with a towel instead of rubbing it dry and apply moisturizer immediately
- apply lubricating skin cream or lotion several times a day to affected areas - petroleum based creams work well
- avoid immersing your hands into hot water and strong dishwashing detergent - wear rubber gloves
- lower the setting on your heating thermostat so you're comfortable but not toasty
- use a humidifier to add moisture to the air, or have one connected to the furnace

**BUS BEAT**  
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Editorial opinions expressed are not necessarily those of the department.

Please forward all submissions to one of the following Bus Beat representatives:

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editor, ext: 420	
Keith Andrews	267
Christine Fruck	322
Edy Graziani	251
Rabin Daljeet	276
Gord Heidman	231
Rosanna Melatti	222
Carole Morris-McHugh	426
Rick Toni	284
Steve Walsh	384

Submission deadline for the next issue is April 30, 1994

## Use-It-Lose-It-Users Happy with EHC's Fitness Program

By the time this issue goes to print, EHC's "Use It or Lose It" participants will have reached the end of their six-week fitness program. Congratulations to all who 'hung in'. If you have questions about the fitness and exercise program, call Mary Beth at ext. 264. Apparently several employees, who missed out on the program, have asked about setting up another session - so stay tuned.

What are some of the Use-it-or-Lose-it participants saying about the program?:

**Cindy Day, Marketing/Customer Services**  
*"Information package well put together - outlines various aspects of exercise and nutrition."*

**Larry Griffiths, Ticket Office:**  
*"The exercise almost killed me but I enjoy it."*

**Sue Irwin, Operations:**  
*"So far, so good. I think it's a good program and very informative."*

**Bob Sheldrick, Maintenance**  
*"Working good so far! It helps to keep your mind focused on a healthier life style."*

**Dale Turvey, Commissioner:**  
*"Very good. Provided incentive. I've changed my diet and I exercise more."*

**Carol Wildeman, Systems**  
*"Nice to have a whole bunch of people involved; makes you feel better to see that other employees have the same interest."*



Mary Beth Beasley and Use-It-or-Lose-It participants Jan Jakubiak, Harvey Hughes and Harvey Greer, during their fitness appraisal.

# HOW YOUR SERVICE COULD BE AT FAULT

Jim Clemmer  
Globe & Mail, October '93

Says Harvard business school professor Rosabeth Moss Kantor: "Despite the recent media coronation of King Customer, many customers will remain commoner. Most businesses today say that they serve customers. In reality, they serve themselves."

Most organizations only talk about treating clients better. Executives don't understand what outstanding service looks like, and are not ready to turn their organizations inside out to provide it. They try to paint happy faces on their front-line people or they bolt a service program on the side of their organization, rather than making it a part of their core strategy."

The article continues and lists the following major reasons why only a few organizations have managed to turn "rhetoric into reality":

**1 • little or no segmentation of markets and customer groups** (organization tries to be everything to everybody)

**2 • little or no customer data** (positive feedback is acknowledged but negative data is denied - no systematic connection to customer expectations)

**3 • organization is managed from the inside out** (customers are not involved as partners in research and development; "If customers don't like our solutions, they have the wrong problems")

**4 • employees are treated as source of service breakdowns** (programs are aimed at 'fixing the front line,' however, research shows 85% of service

breakdowns come from organizational structures, and only 15% from people in the trenches)

**5 • the line of sight to external customers is blurred** (many people in the company, not dealing directly with the customers, often don't understand - or care about - customer expectations and how their work ultimately helps or hinders those expectations)

**6 • focus is on customer acquisition rather than retention** (recruiting new customers is a higher investment priority than retaining old customers)

**7 • customers aren't people** (when customers become "passengers," "taxpayers, etc., they become less humane - service becomes less effective)

## ...and HSR's Service?

Bus Beat asked Bill O'Brien, Director of Transportation Services, to comment on Mr. Clemmer's article and how it relates to the HSR:



This is a good article and the concerns are valid. However, I am not as cynical as Professor Kantor. Progressive organizations are becoming more concerned with providing good customer service. They are not doing it to be trendy - they are doing it to survive in the very competitive environment we live in. If we don't satisfy our customers' needs they will go elsewhere. This applies to public transit just as it does to manufacturing industries.

In 1993, the HSR received over 1400 complaints from our customers. Also, in 1993, our ridership dropped almost 6% from the previous year. Clearly, our customers want us to do better.

### Are we making improvements?

- Yes.
  - The Service Quality Team spent a lot of time and energy investigating customer concerns and are setting up a demonstration on the King, Barton and Beeline routes to show how we can improve customer service.
  - Our customer contacts investigation and follow-up has been improved so that we have better information on service problems and what our customers would like.
  - There have been significant efforts in the last couple of years to provide the front-line employees with the best available training and equipment to do their jobs.

All of these initiatives are helping to provide better service to the customers. Obviously, there is more to do and I am confident we will rise to the challenge.

As I continue to meet more and more of the employees of the HSR, I remain impressed with the professionalism and commitment that most employees bring to their jobs. As individuals and as a team, I see a dedication to serving our customers that is "reality, not rhetoric".

# CLOSE UP

## HSR ENGINEERING DIVISION Automotive Mechanics

HSR mechanics working around the clock at MRTC and WSTC are responsible for keeping our fleet safe and efficient. The fleet consists of about 211 buses, 11 cars, 10 trucks, 5 vans, and about 15 miscellaneous vehicles such as sweeper, trac-

tor and snowblower. As well as keeping up with the general repair of these vehicles, our behind-the-scenes mechanics conduct preventative maintenance inspections, ministry safety inspections, and also handle all road calls.

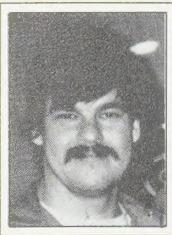
### Wentworth Street Transportation Centre



Bill Brock  
Apprentice



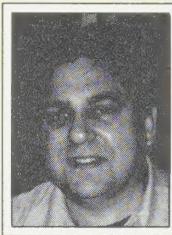
Paul Chiarelli  
Afternoons



Kevin Clark  
Afternoons



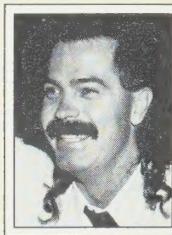
Gary Fleming  
Days



Dave Kirkham  
Foreman



Paul Osborne  
Afternoons



Rick Toni  
Days



Kerry Wood  
WSTC-Afternoons

#### Photos Unavailable:

Wilf Agnus  
Nights

Ted Balicki  
Afternoons

Ron Belliveau  
Days

Bill Brach  
Days

Dave Chalmers  
Nights

Scott Dalgetty  
Nights

Ewald Gollan  
Nights

Lyle Jackson  
Nights

Derick Jermy  
Nights

Norbert Kemmler  
Days

Alex Kupi  
Nights

Robin Lambertus  
Nights

Tariq Lone  
Nights

Biswas Ramessur  
Days

John Rice  
Nights

Mario Spinoso  
Days

### Mountain Regional Transportation Centre



Phil Cicci  
Days



Alex Czeto  
Overhaul, Days



Sid Day  
Days



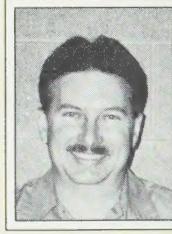
Larry Erskine  
Days



Paul Latham  
Overhaul, Days



Enzo Lavia  
Days



Bill Lupkoski  
Days

#### Photos Unavailable:

Bhajan Birk  
Nights

Daniel Erskine  
Nights

Rob Fels  
Nights

Peter Garrick  
Days

Shawn Harris  
Nights

Bill Haggard  
Days

Daljeet Juneja  
Nights

Howard Lewis  
Days

Mike Lipnicki  
Days

William Marsh  
Days

Doug Murray  
Foreman

Larry Slack  
Nights

Andrew Smith  
Days

William Stevenson  
Nights

Gino Tedesco  
Nights

Steve Townsend  
Nights



Bill Melia  
Days



Chuck Smith  
Days



Kim Smith  
Apprentice

# SERVICE QUALITY

Continued from cover

Schedule adherence on the King, Barton, and Beeline routes is being tabulated on a weekly basis. The results are posted in the operators lounge and near the cafeteria. Our goal is to provide a consistent 90% (or better) level of on-time performance to our customers.

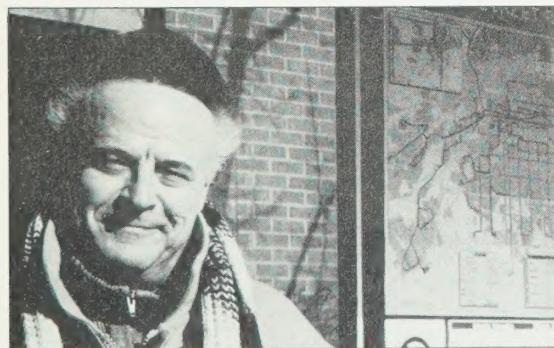
The initial response to the On Street Service Improvement Program (OSSIP) which was implemented early in January 1994, is encouraging - keep your submissions coming.

If you are aware of a service related problem, or have a recommendation to improve the quality of our service, fill out an OSSIP submission form (available at the dispatch office) and send it to the Superintendent's office. Your submission will be acknowledged, investigated, and forwarded to the OSSIP committee for consideration.

Your participation in this important program will help us improve our service.

*John Caldwell/Jim Dorey, Service Quality Team*

## Customer Says...



HSR customer, "Joe" is generally pleased with our service. "However," says Joe, "It could be better if compared to Ottawa - that's where I used to live. Also, I think your female operators are doing a great job - I was surprised."

## SS&A group take on more claims and new team members

On January 3, 1994, Safety Service and Adjusters combined their resources with the Region. SS&A is now responsible for adjusting all claims initiated through all departments of the Regional Municipality of Hamilton-Wentworth and implementing risk management programs for the Region. This includes selection and purchase of insurance, accident investigation, loss prevention, and loss control techniques.



Lynne Brown



Bob Zolaturiuk

## Welcome Aboard

As a result of this amalgamation - and certainly a bonus for the HSR - Bob Zolaturiuk, Insurance Coordinator and Lynne Brown, Claims Secretary, from the Region's Finance Insurance section have joined the SS&A department. Welcome aboard Bob and Lynne!

## What a wild winter!

### And it ain't over yet...

A record breaking cold spell, along with several notable snow storms, hit the Hamilton area dead-on in early January, and does not appear to be finished with us yet.

"The snow doesn't bother me so much," said HSR operator Ron Wrigley, "It's the extreme cold that got to me more than anything." Ron, who has been driving for 10 years, says it's "the other guy you've got to look out for" in severe weather conditions.

During these recent winter tirades, HSR employees were superb! From operators to mechanics, the information staff, ticket couriers... just everyone, met the situation straight on and kept the buses moving. Although we did receive complaints (late buses, etc.), we also received tremendous feedback from our customers, and the community, about our committed service.

A wild winter? Hey, with the team work of our service line, maintenance crew, and operations... we don't have anything to worry about.

## Bus Check Hits Record Number

All that snow and the unrelenting, extremely cold weather kept Bus Check "on its toes" during the month of January. In fact, on Friday, January 7th, Bus Check processed 13,989 calls - an all-time record! Other January Bus Check calls:

Thursday 13	9,945
Friday 14	10,468
Saturday 15	8,950
Sunday 16	7,333
Monday 17	10,577
Tuesday 18	10,352
Wednesday 19	10,429
Thursday 20	11,690

# Applause ...our people please

"...On behalf of the Easter Seals children and the Rotary Club of Hamilton, thank you for your kind contribution of a wheelchair accessible bus (CNG Elf Bus) for our Christmas party on December 12. The Rotary Club provides many programs and services for children with disabilities through the Easter Seals Program. Due to your generosity, we had many happy faces"

*Aznive Mallett, Executive Director  
Path Employment Services for the Disabled*

"...Thank you very much for the mini bus that took some of our seniors shopping on December 9. It was a very nice gesture. The driver was the best, and we enjoyed the trip (a lot of us don't get very far) to the Centre."

*Thanking you, from all of us,  
Dorothy Peters, Hamilton*

"... After a few phone calls to HSR's Lost and Found Department, I was able to retrieve my purse (in less than 15 minutes)! I was so impressed by the speed and competence with which this incident was handled - also the very pleasant, reassuring manner of the gentlemen (operator Bob Davie and Ticket Office employees) involved. I want to thank them and let them know how much I appreciated their understanding and help."

*Most sincerely,  
Isabel Naucekivell*

## Other Employees Commended

December '93 - January '94

### Operators:

Pasquale Almonte, Bill Blair, Matthew Conry, Frank Dougherty, John Paul Garner\*, Mario Giannini\*, Rick Moran, Keith Ruck, John Sandor, Bruce Snively(2)

\*also mentioned in our last issue

### Inspectors:

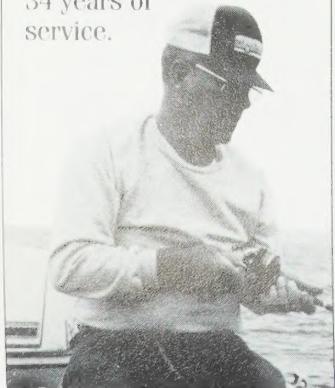
Joe Loosemore

Marketing & Customer Services  
Jane Petrie

"85 years ago: Street Railway Employees Union planned to seek an increase in wages of two cents an hour and have the company pay half the cost of uniforms."

## Memoriam

Muir, William Andrew Sunday December 12, 1993 in his 77th year. Bill retired from the HSR in December 1982 after 34 years of service.



Helping Our Community



## Operation Pal Update

The following is a break down of various Operation Pal reports between the months of December, 1993 and January, 1994.

Vehicle Accidents	3	Suspicious Person	2
Person in Distress	4	Missing Person	2

## Multi Media Promotion Picks up Ridership

HSR's advertising campaign, conducted between September 1 and December 12, 1994, "was tremendously successful in generating awareness for the HSR." We received positive feedback from passengers, as well as employees, regarding the Employee Profile interior bus cards which presented HSR staff as knowledgeable and helpful professionals offering an important and valuable community service.

During the four month campaign period, actual ridership exceeded budget ridership by 203,888 trips, generating additional revenue for the system.

## CHML to Broadcast HSR Service



To help notify HSR customers of possible service delays, CHML Radio will be checking in with our control room twice each day. In case of a snow storm or other traffic-related emergencies, the Hamilton radio station will contact the HSR frequently throughout the day to keep HSR passengers informed.

# CONGRATULATIONS

## Pre Christmas Time Cheer...

Twas the week before Christmas and all through the company... employees were celebrating the festive season:



Christine Symonyai, Lurch, Chris Campbell, Dan Arnott, Jim Dahms, Nick Pellegrino, Bob Hamilton and Paul Brown, celebrate the season at their favourite mountain spot, and



Information Clerk, Greg Witley, clowns around with Santa's wig, and,



... the Three Wise Women (Former CCL Ladies, Julie, Marg and Sheila) meet for some holiday cheer at Alistair's place.

And, although the weather cancelled the annual

event more than a few times, HSR's Ladies Night finally took place at Shirley Hannigan's house on Friday February 4. The guest appearance of Veronica (Ronny) Mallon, added a special touch to the evening.



## Anniversaries

Communications Officer, Carole Morris-McHugh, insisted that we broadcast news of her 11th year of wedded bliss with husband Gerald. Official date of this earth-shattering event was January 27, 1994.

## Perfect Attendance Awards

Congratulations to all employees (Administration 35, Maintenance 30, Operations 165) who made the perfect attendance list for the quarter ending December 31, 1993. The winners of this Transit Attendance Award Program were: Dorothy Cantrill, Prince Dauda and Steve Tyios - all from operations!

The 1993 Yearly Perfect Attendance list showed 71 employees (Administration 22, Maintenance 6, Operations 43) eligible for the \$1000 draw to be held in April '94, during Team Week.

The attendance list for 2 Days or Less showed 125 employees eligible for the \$250 Team Day Draw (Administration 14, Maintenance 24, Operations 87).

Sunday May 29th Watch for details



## PEOPLE ON THE MOVE

Paul Brown  
Component Mechanic  
effective November, 1993

Gary Fama  
Lubricator  
effective December, 1993

Nick Pellegrino  
Painter (revised)  
effective November 1993

Rick Rinaldo  
HSR Ticket Agent  
effective November, 1993

Walter Scott  
Service Line Worker  
effective December, 1993

## Kidney Car Program

The Kidney Car Program accepts any motor vehicle in any condition. In return, you get a free tow and an income tax receipt for the auction selling price, or for the salvage value of the vehicle. The program ensures that the oil,



gas, radiator, antifreeze, batteries, transmission fluid, etc., will be disposed of in an environmentally responsible way. Call 1-800-565-5511 for more information.

# Just the Vax



Gord Heidman  
Systems Department

You may have noticed a flurry of activity over in the Marketing area in recent days. We certainly have. Our friends in Marketing have traded in their old terminals and bought Personal Computers. (For you techies, most of the PC's are NEC 486/33MHZ with 210mb of disk. A few special applications required the faster 66mhz boxes.) We noticed because we had the joyous task of setting them up and attaching them to the network. Our own Jamie Dunlop has developed a standard PC installation routine for the network gadgetry and assorted software. It's so good that even I managed to setup and install a PC! We have installed several

programs and utilities on the network. This makes them centrally available and easy to upgrade (once instead of 25 times for each PC). Drop by the Marketing area - they'll be happy to show off the new capabilities.

Installation of the new "pizza box" sized VAX's is now complete. They're teeny but fast! Preliminary results show that tasks formerly taking 15 minutes of processing now finish in about 6. These seem to be typical of the results you can expect on almost everything (ie. it takes about 2/5 of the time it used to). As I mentioned last time, the new equipment is saving us about \$1,000 per month and takes up much less space. Drop by for a quick tour!

In other news, work is well underway on a new Customer Contact Database. This is one of the many initiatives of the Service Quality Team designed to improve our responsiveness to our customers. In January, Kevin published a series of graphs (near the cafeteria) showing on-time performance trends.

## Sports & Rec

### Slo Pitch

**WANTED:** 15 Players to participate on a mixed recreational Slo-Pitch Team sponsored by the HSR Sports/Rec Committee. All games will be played on Sunday evening at 6:00 p.m. beginning May 15, 1994. Registration fee is \$40.00 per person. To obtain registration form (first come basis) contact operator Gord Winger, badge 595 or call 387-1608

### Golf Tournament

Sunday June 5th, 1994 - Stay tuned for more info!



### Rosemary Wins Weekend Get-Away

Rosemary Biro was the Grand Prize Winner of Sports and Rec's Valentine's Day draw. Second place winners were: Dan Arnott, Christine Cowperthwaite, Paul Irwin, Dave Kirkham, Mark Marangoni, Silvana Melatti, Bob Pauhl, Gerry Roach, Ron Walker and Richard Weichelt.

## MYSTERY PHOTO

Can you identify the photo below?  
If so, call Rosanna at ext: 222.

All correct answers will be entered in our HSR T-Shirt draw. Contest closes March 31, 1994.



### Mystery Photo Unidentified



Tom McCaffery

Tom McCaffery was featured as the Mystery Photo in Bus Beat's Winter 1993 edition. Tom started working with CCL in 1972. He has been an HSR Inspector since 1989.

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